

WHAT IS CLAIMED IS:

1. A method of accessing one or more remote locations on a network by scanning an optical code, comprising the steps of:

5 providing a first computer disposed on the network, the first computer connected to a scanner for scanning the optical code of a product by a user, the scanner uniquely identified with a scanner distributor by a scanner identification number;

accessing a second computer disposed on the network in response to the user scanning the optical code with the scanner;

10 performing a lookup operation at the second computer to match the scanner identification number with the scanner distributor to obtain remote routing information of the one or more remote locations;

returning the remote routing information from the second computer to the computer at the first computer in order to access the one or more remote locations disposed on the network; and

15 accessing the one or more remote locations according to the remote routing information to return remote information to the first computer for presentation to the user.

2. The method of Claim 1, wherein the step of accessing the one or more remote locations includes accessing a scanner distributor node, an advertiser node, and an E-commerce node.

3. The method of Claim 1, wherein the step of accessing further comprises the steps of,
- 5 returning product information of the product from an advertiser node, distributor information of the scanner distributor from a scanner distributor node, and E-commerce information from an E-commerce node, and
- framing the distributor information, product information, and E-commerce information in a browser window of the first computer for presentation to the user.
4. The method of Claim 1, wherein in response to receiving scanner data from the scanner, a scanner interface operatively connected to the first computer converts scanner data and generates routing information for transmission to the second computer.
5. The method of Claim 4, wherein the routing information includes the scanner identification number and the address of the second computer.
6. The method of Claim 1, wherein a scanner interface connected to the scanner outputs a control code to the first computer in response to the optical code being scanned, the control code activating a scanner program on the first computer.
7. The method of Claim 6, wherein the scanner program appends a user identification number to information being routed to the second computer.
8. The method of Claim 7, wherein one of the one or more remote locations is an E-commerce node which displays information on the first computer based on a profile of the user, and which is targeted for the user, in particular.

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10. The method of Claim 1, wherein the network is a global communication network.

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11. A system for accessing one or more remote locations on a network by scanning an optical code, comprising:

a first computer disposed on the network, said first computer connected to a scanner for scanning the optical code of a product by a user, said scanner uniquely
5 identified with a scanner distributor by a scanner identification number; and

a second computer disposed on the network, and accessed in response to said user scanning said optical code with said scanner;

wherein a lookup operation is performed at said second computer to match said scanner identification number with said scanner distributor to obtain remote
10 routing information of the one or more remote locations;

wherein said remote routing information is returned from said second computer to said first computer in order to access the one or more remote locations disposed on the network;

wherein the one or more remote locations are accessed to return remote
15 information to said first computer for presentation to said user.

12. The system of Claim 11, wherein the one or more remote locations include a scanner distributor node, an advertiser node, and an E-commerce node.

13. The system of Claim 11, wherein product information is returned from an advertiser node, distributor information is returned from a distributor node, and E-commerce information is returned from an E-commerce node.

14. The system of Claim 13, wherein said product information, distributor information, and E-commerce information is framed in a browser window for presentation to said user.

15. The system of Claim 11, wherein a scanner interface operatively connected to both said first computer and said scanner converts scanner data and generates routing information for transmission to said second computer.

16. The system of Claim 15, wherein said routing information includes said scanner identification number and an address of said second computer.

17. The system of Claim 11, wherein a scanner interface connected to said scanner outputs a control code to said first computer in response to the optical code being scanned, said control code activating a scanner program on said first computer.

18. The system of Claim 17, wherein said scanner program appends a user identification number to information being routed to said second computer.

19. The system of Claim 18, wherein one of the one or more remote locations is an E-commerce node which displays information on said first computer based on a profile of said user, and which is targeted for said user, in particular.

20. The system of Claim 11, wherein a scanner interface connected to said scanner outputs a control code to said first computer in response to the optical code being scanned, said control code activating a scanner program on said first computer, said scanner program in turn inserting information into a communication program for transmission to the one or more remote locations.

21. The system of Claim 11, wherein the network is a global communication network.

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